



WEEKLY PUBLICATION OF THE OVERSEAS PRESS CLUB OF AMERICA

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May 28, 1966

Look Editor Dies in Viet; Others Wounded

One newsman was killed and several others wounded in separate actions in Viet Nam last week, lengthening the list of journalism casualties in the war.

Look Senior Editor for Hong Kong Sam Castan, 31, was killed by mortar fire May 21 while covering the Crazy Horse operation of the First Air Cavalry Division near An Khe.

At least four newsmen were injured while covering the political unrest in Da Nang during the past week.

These included AP correspondent Robert D. Ohman, 37, who was hit by shell fragments during a skirmish between government and rebel forces May 19.

On May 22, a rebel grenade burst
(Cont'd on page 2)

RIESEL PROTESTS S. AFRICA BAN ON RFK VISIT COVERAGE

OPC President *Victor Riesel* took immediate steps to get the Union of South Africa to lift its ban against foreign correspondents assigned to cover US

KIRSCHENBAUM TO BE ASSISTANT PRESIDENT

OPC President *Victor Riesel* announced that he has appointed Assistant Commissioner of Licenses *Walter L. Kirschenbaum* as Assistant President. Commissioner Kirschenbaum, who in his own right has a distinguished record of reporting from overseas and is conversant with all media, will work closely with OPC officers and the Board of Governors in implementing OPC policies.

Senator Robert F. Kennedy's tour commencing June 4.

In a sharp wire to South African Ambassador H. L. T. Taswell, Riesel, who sent copies to President Johnson, Dean Rusk and UN Secretary General U Thant, called the South African ban "an echo of a Goebbels edict your country and ours fought side by side to eradicate. Behalf Overseas Press Club whose membership includes 3400 eminent foreign correspondents and newspapermen serving this country and abroad I want to vehemently protest this assault on right of free men to cover news." Riesel urged that the ban be lifted.

He said that although in the following he was speaking for himself and not
(Cont'd on page 2)

MARKS AND USIA HELP TO EDUCATE VIETNAMESE

By JESSIE STEARNS

WASHINGTON — Even if there were no US troops in Viet Nam to assist in the war effort, Vietnamese school children and illiterates could still be grateful to the US because of Leonard Marks and the United States Information Agency, which he has directed since September.



Marks

It is an organization with a \$178 million budget (1966-government year ending June 30) that is a major broadcaster, a huge publisher, a vast distributor of printed material, an immense library and an educational institution.

The former radio and television attorney sent 500 23-inch television sets to Saigon which started to receive programs last February. He had two airplanes rigged up as TV transmitters. One flies daily above the war capital. The purpose of these broadcasts is "to provide education and information to the Vietnamese people."

The sets are in public schools, libraries, pagodas, police stations, and public meeting halls. Five days a week, from 9 a.m. to 4 p.m., the "airborne transmitter" brings TV broadcasts to the classrooms.

One hour a day the South Vietnamese who plans and produces the classroom programs use the facility for announcements, which contain information about agriculture, education, economy, care of children, sanitation, etc. Marks says this element of instruction will decrease the illiteracy rate.

Richard Critchfield, Asian correspondent for the *Washington Evening Star*, reports that a rickshaw driver and laborers watched the meeting of President Johnson and Premier Nguyen Cao Ky at the Honolulu conference over a public television set in a market place in Saigon. Because of what the rickshaw driver saw he is going to help with the social revolution in his country.

Armed Forces radio uses the "flying transmitter" two hours daily bringing
(Cont'd on page 7)

MARKS HERE WEDNESDAY

USIA Director Leonard Marks is Club Luncheon speaker at 12:30 p.m. Wednesday. His talk then will cover the entire range of USIA activities. In the accompanying story by *Jessie Stearns*, Marks talks about the Viet Nam phase of USIA operations.

The Russians are HERE!



TSAR TO

LENIN

Film
DAILY

Friday, April 8, 1966

'TSAR TO LENIN'

Herman Axelbank

90 Mins.

Documentary on the Russian Revolution done with vigor and insight. Topical material presented with disciplined and cumulative sweep. Exciting film for intelligent patron.

One of the great cataclysmic events of our age—the Russian Revolution, is here captured in an imagination-shaking documentary. The man behind the film is producer Herman Axelbank, who, with a collector's mania, spent 13 years tracking down and snaring rare historical footage. The film is a major documentary work, updated to our time, and going back some 50 years to the birth pangs of the revolution.

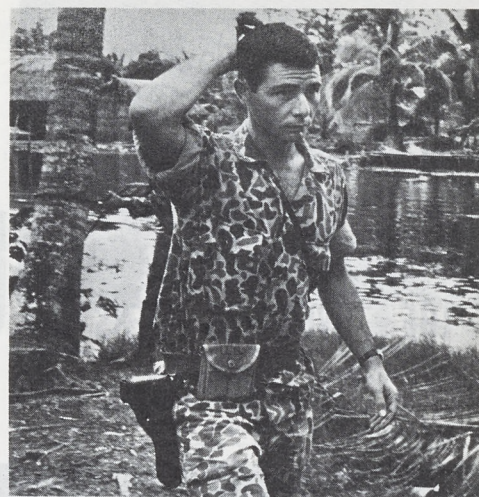
While books can lie and facts can be distorted, it is more difficult to tamper with facts on film. One can only marvel at the vast and varied collection of footage. Here is the Tsar and the Royal Family at work and play, and here are the masses suffering from the effects of World War I and shortages. The discontent smolders and Germany sends into Russia a devastating weapon in a sealed train—Lenin. There are rousing shots of Lenin rallying crowds, and there are throbbing scenes of Trotsky lending fuel to the revolution with his enormous vitality. Also caught on film is Kerensky coming to power after the overthrow of the Tsar. He had his moment in history with his provisional, democratically-designed government. But he couldn't withstand the intrigue and offensives of the Bolsheviks. And once Lenin came to power, democracy died. There is Lenin's death and the rise of a new dictator, Stalin. His staggering purges of those figures who struggled side by side with Lenin is now a page of history. There are scenes of Trotsky in flight from Stalin's vengeance and the refuge given him in Diego Rivera's home in Mexico. A brief talk by Trotsky before his murder denounces Stalin's falsification of history.

Illuminating the film are many more scenes of the giants of history, and the events they shaped. The documentary is one that can be seen again and again. It vividly recreates the past and is mined with conclusions that are vital today.

Years back Axelbank made a documentary of this nature with a narration by Max Eastman. This one is new, different and updated. It has an eloquent narration by Valentine Dyal from a text written by William Hepper and Cyril Jones.

'Tsar to Lenin' is an exciting adventure in history and a documentary of enduring worth.

—MANDEL HERBSTMAN



SAM CASTAN, LOOK Magazine's Senior Editor Hong Kong.

CASUALTIES (Cont'd fr. pg. 1)

among a group of correspondents who had just left a Buddhist pagoda complex. Wounded were Bob Poos, 34, another AP man; British freelance photographer Timothy Page, 21; and *Paris Match* photographer Alain Taieb, 33. According to Poos, the group had gone to the pagoda for a news conference which never materialized. He said a Vietnamese general later told him that this was a ruse by rebels to take them as hostages.

Castan had been covering Viet Nam for *Look* since 1963, except for brief periods when he was sent to cover fighting in Cyprus and the Dominican Republic. A Brooklyn native, Castan joined the magazine as a trainee in 1957. Within three years he was made a member of the senior writing staff and was promoted to Senior Editor in 1961. He is survived by his wife, Frances and their baby daughter, who live in Hong Kong.

He is the seventh fatality among representatives of American news media in the current phase of the Viet Nam war.

RIESEL (Cont's from page 1)

as President of OPC, Riesel told the *Bulletin* that he was prepared to man a picket line around the Union of South Africa Embassy as a symbol of protest on behalf of all newspapermen who are harassed by governments and forbidden to cover the news unfettered.

In his wire to Ambassador Taswell, Riesel asked that an OPC delegation meet in Washington with His Excellency to get the ban lifted.

In addition, Rep. Theodore Kupferman of the 17th C.D. (where the Clubhouse is located) agreed at Riesel's request to carry the protest to the Embassy of South Africa in Washington in behalf of the OPC.

New York Premiere - Exclusive Engagement!

TRANS-LUX Broadway-49th

Will Not Play Any Other Theatre in N.Y. Area!

NEW YORK SCENE

Mon., May 30 – Club closed for Memorial Day.

* * *

Tues., May 31 – Salute to Expo '67, Montreal exhibition. Changed to cocktail hour at 5 p.m. Reservations (for door prizes) necessary, but there will be no charge for cocktails.

* * *

Wed., June 1 – Luncheon, with Leonard Marks, USIA head. 12:30 p.m. See pg. 1.

* * *

Mon., June 6 – Film, "Continent of the Sun", on South America. Showing for those interested in Press Tour. 60 minutes. 5:30 p.m.

* * *

Thurs., June 9 – Book Night, "Unsafe at Any Speed", with author Ralph Nader. Cocktails 6:30, dinner 7:30, discussion 8:30 p.m.

* * *

Tues., June 14 – Bistro Yachting Party, "June Going Into Commission Ceremony" of the Overseas Yacht Club (no cannon). All OPC yachtsmen, galley slaves, spouses, guests and landlubbers welcome. Seaworthy hors d'oeuvres and entertainment.

* * *

Thurs., June 16 – Luncheon, with Assistant Secretary of State Lincoln Gordon. 12:30 p.m.

* * *

Tues., June 21 – Film, "The Blue Max", dealing with World War I airmen. Sutton Theater, 8:30 p.m. Details in future issues.

* * *

Wed., June 22 – Luncheon, with Jack Hood Vaughn, Director of the Peace Corps. 12:30 p.m.

All reservations not cancelled 24 hours in advance will be charged to members' accounts.

VETERAN NEWSMAN BAYER DEAD AT 74

Charles M. Bayer, veteran of more than 50 years in newspaper and publicity work in New York, died of a heart attack in New York May 20. He was 74.

For many years, Bayer alternated between work on the papers and in publicity. Perhaps his best-known venture in the latter area was his work in making "Elsie the Borden Cow" a famous advertising symbol for The Borden Co. Elsie the Cow was presented as a part of the Borden exhibit at the 1939 World's Fair in New York, which he helped arrange.

Bayer started his career on the old *New York Press*. He also reported for *The Evening Sun*, *The New York World* and *The New York American* during the early period in his career. He also worked for several periods for *The New York Times*, *The New York Herald Tribune* and *The New York Mirror*.

His first publicity work came in 1917, when he helped publicize the Liberty Bonds.

He formed his own publicity company during the forties. For the past two years he was editorial writer on the staff of *William Randolph Hearst, Jr.*, editor-in-chief of the Hearst papers.

Surviving are a daughter, Dorothy, two brothers, a sister, and two grandchildren.

BLUE CROSS DEADLINE

June 20 is the deadline for applications from members who wish to participate in the Club's Blue Cross-Blue Shield hospital insurance plan.

Interested members can get application forms by writing to Frank O'Rourke in care of the Club.

Dateline: EUROPE

Great Line: TWA

Get there fast when the news breaks!

100 TWA transatlantic flights every week from New York ... more than any other airline. Non-stops to 11 European cities—Shannon, London, Frankfurt, Paris, Geneva, Zurich, Milan, Rome, Madrid, Lisbon, Athens. Direct flights to Europe from 12 other U.S. cities—Boston, Washington, Philadelphia, Chicago, Detroit, St. Louis, Kansas City, Oklahoma City, Tulsa, Denver, Los Angeles, San Francisco. Direct service to Africa and Asia, too. Call TWA or your travel agent.

When the news breaks overseas,
we're your kind of airline.



WORLD-WIDE TICKER

SAIGON..... from BEV DEEPE

As Viet Nam's political crisis eased slightly during early May, the work load of the Western press permitted some time for joviality. The Associated Press sponsored a press-wide congratulatory buffet dinner for **Peter Arnett**, winner of the 1966 Pulitzer Prize, and his charming wife, Nina, before their departure for New York.

("Nina deserves congratulations as much as I do," Peter remarked during the course of the party. "She had to get up at four in the morning as many times as I did.") The 31-year-old Peter claims he's the southernmost recipient of the Pulitzer. Born in Bluff, New Zealand, (pop. 2000), Peter says all points south lead to Antarctica. Among the one-inch high stack of congratulatory cables, Peter's proudest was from the "mayor, councillors and citizens of Bluff.

Mr. and Mrs. Mert Perry of Newsweek also hosted a small informal farewell for the Arnetts.

ABC bureau chief **Charles Klensch** held a jubilant celebration following his marriage to Elsa Aeschbacher.

The Saigon staff of Time-Life held a farewell party for James Wilde before his transfer to Paris.

Jim Pickerell of Black Star was rushed out of country for hospitalization with pneumonia and malaria. His wife, Mary accompanied him.

TOKYO. from NORMAN SKLAREWITZ

Japan continues to make steady economic gains upon a base of solid political stability. Admirable achievements,

particularly for Asia. But paradoxically, by being responsible, Japan becomes less and less of a hard news story. Its wild-eyed neighbors, in contrast, are the focal point for foreign press coverage. Movement of Japan-based newsmen reflect this axiom.

Newsweek's Japan bureau chief Jim Mc Truitt relieved **Bernie Krisher** in Indonesia for 10 days of special coverage. UPI's Asia News Pictures Manager Gerry Simmel heads for Djakarta from Saigon where he's been helping out. **Buddy Cohn**, Fairchild Publications, is in Viet Nam for three weeks doing specialized reporting. **John Randolph**, veteran Asia correspondent, has joined the Los Angeles Times to cover the Viet Nam war.

TV and radio correspondents who call Tokyo their home continue to commute to Saigon. Among these, now back in Japan briefly, are **John Rich**, NBC; **Lou Cioffi**, ABC; and **Peter Kalischer**, CBS, UPI's Pulitzer Prize-winning photographer, Kyoichi Sawada, and his wife had a quick reunion with friends and relatives here en route to New York for the awards dinner.

AP's Jeff Williams has been named Indonesia correspondent and will head the agency's Djakarta bureau. Dale Morsch has taken over UPI's New Delhi bureau replacing John Barton who will be in the Tokyo bureau. John has been covering the sub-continent since 1961.

This correspondent has been transferred from the Japan bureau of The Wall Street Journal to New York.



THE WINNING SIDE: Pulitzer winner Peter Arnett of AP (center) receives congratulations of past winners Malcolm Browne, formerly AP, and Horst Faas, AP.

Letters: Some Replie

SAFER COMMENTS

HAVE JUST SEEN MAY 14 BULLETIN WITH SYLVESTER INSULTING LETTER STOP ALL THIS DOES IS CONFIRM TO ANY WHO MIGHT HAVE DOUBTED THE NATURE OF HIS ACTIVITIES STOP AS USUAL HE ATTACKED THE REPORTER PERSONALLY RATHER THAN THE SUBSTANCE OF THE REPORT STOP LET SYLVESTER PRODUCE ONE EYEWITNESS WHO WOULD CHALLENGE THE FACTS OF MY ARTICLE STOP CONGRATULATIONS TO THE BULLETIN FOR PUBLISHING SYLVESTER LETTER BECAUSE IT WILL PROVIDE FLEETING MOMENT OF HILARITY FOR SAIGON CORRESPONDENTS AS WELL AS MISSION PERSONNEL WHO HAVE CEASED TO BE SHOCKED OR DISMAYED BY PENTAGON PRESS AGENT STOP IF SYLVESTER WANTS TO KNOW SOMETHING ABOUT QUOTE UNDYING CONTEMPT UNQUOTE HE SHOULD CONSULT SOME OF HIS OWN PIO AND JOINT USIS PUBLIC AFFAIRS PEOPLE IN VIET NAM.

MORLEY SAFER,
LONDON

SYLVESTER'S EQUAL TIME

IT SEEMS THAT MR. SYLVESTER IS ALWAYS ASKING FOR EQUAL TIME TO REBUT SOMETHING WRITTEN OR SAID BY A CORRESPONDENT IN VIET NAM STOP GIVEN THE OPPORTUNITY HE INVARIABLY ENGAGES IN SOME FORM OF CHARACTER ASSASSINATION STOP HIS LETTER PUBLISHED IN THE BULLETIN MAY FOURTEENTH IS THE LATEST EXAMPLE.

STOP WHAT SYLVESTER FAILS TO COMPREHEND IS THAT MORLEY SAFER'S RECOLLECTION OF HOW THE ASSISTANT SECRETARY OF STATE FOR PUBLIC AFFAIRS ACTED THAT SUMMER NIGHT AT BARRY ZORTHIAN'S WAS BASED ON A CONSENSUS OF SEVERAL CORRESPONDENTS WHO WERE IN ATTENDANCE STOP MR. SYLVESTER COULD HAVE MADE A STRONGER DEFENSE OF HIMSELF IF HE HAD PRODUCED JUST ONE CORRESPONDENT WHO DISAGREED WITH THE SUBSTANCE OF SAFER'S ARTICLE STOP HAVING FAILED TO DO THAT HE SHOULD TAKE HARRY TRUMAN'S ADVICE DASH IF YOU CAN'T STAND THE HEAT GET OUT OF THE KITCHEN.

MURRAY FROMSON
CBS NEWS, SAIGON

from Saigon Press Corps

BROWNE'S ACCOUNT

My copy of the May 14 *Bulletin* arrived today, and I noted *Arthur Sylvester's* reply to Morley Safer. Since I have some knowledge of this incident I'd would like to add my two-cents'-worth.

At the time of that Sylvester session with newsmen in Saigon I was chief AP correspondent for Viet Nam. I had just returned from the field that day (July 17, 1965) and asked Ed White to represent me. (Ed replaced me as AP chief when I left AP last August.) The following day Ed gave me a memo covering the events of that evening, which I have saved in my private files. Morley Safer had no way of seeing that memo so there could have been no collusion. I quote in part from that memo:

"The exchanges often became bitter and personal. Morley Safer, followed closely by *Murray Fromson* (both of CBS), stalked out indignantly after one hour, slamming the door of Zorthian residence with loud bang. *Keyes Beech* (*Chicago Daily News*), followed by *Sol Sanders* (*US News and World Report*), left short time later, but suspect they more concerned with threat of missing dinner rather than issues or principles.

"Sylvester engaged specific correspondents in near name calling wrangles, twice telling Jack Languth (*New York Times*) he was stupid. Banter between Sylvester and *Joe Fried* (*New York Daily News*) provided occasion tragi-comic relief.

"At one point Sylvester actually made statement he thought press should be 'handmaiden' of government. Later tried to retrieve that one by passing it off as joke. But his many serious-face statements included such things as 'don't you guys know men are dying out here?'"

"It was a long disagreeable night."

This version certainly tends more to support the Safer version than the Sylvester version, including the reference to "handmaiden of government." In fact one is basically confronted with the choice of believing Sylvester or the correspondents who were there; there is no middle ground.

In deciding whether the correspondents or Sylvester reported the evening correctly it is well to remember that this is the same Sylvester who, during the Cuban missile crisis of 1962, went on record with these statements of policy:

"The generation of news by actions taken by the government becomes one weapon in a strained situation. The results, in my opinion, justify the methods we use."

And:

"It's inherent in government's right, if necessary, to lie to save itself when it's going up into nuclear war. This seems to me basic."

This attitude has characterized all of Sylvester's dealings with correspondents in Viet Nam, and has done more to obstruct fair and comprehensive news coverage here than any other factor that comes to my mind at the moment. And I've lived here for nearly five years.

I do not sleep better at night knowing The Hon. Arthur Sylvester is a member of the Overseas Press Club. It seems to me that considering his past record giving him the right to reply to Safer's piece at all is giving him more than his due.

Malcolm W. Browne
Saigon, Viet Nam

* * *

TEN CENTS' WORTH

When newly elected president *Victor Riesel's* statement appeared in *The Bulletin* that he would work toward making the OPC a truly comprehensive press club for all professional journalists my first reaction was to add my own five cents' worth of snide commentary. Not having done so immediately my energy decreased in direct proportion of the time elapsed. Then arrived the letter of solicitation for the Edward Murrow Memorial Fund, coyly addressed to "Dear Member", and my energy returned. Even though again some time elapsed I found that the level of my agitation did not subside. On the contrary: The more I think of the whole matter the more I get aggravated and I have now reached a point where I value my commentary to be at least ten cents' worth.

If Mr. Riesel really wants to make the OPC a home and center for all professional journalists he first will have to get the admission rules changed. It may be that this is the platform he ran on (even though I doubt that such heretic thoughts would have gotten him elected). At any rate, I wouldn't know what policies he's advocating. Since I did not spend the by-the-admissions-committee-specified amount of time of journalistic endeavor in Timbuktu or Tijuana, I'm not deemed worthy of active membership in the OPC. Therefore being disenfranchised why should I bother to study campaign oratory and why should I really care what's going on in a club that excludes me from participation in its affairs?

Every association has the undisputed right to set its own rules of eligibility to active membership. If the OPC wants to be a club that is restricted to members of the profession that fulfill a

specific requirement, that's all right, too. Such rules, however, impose on the Club the burden of intellectual honesty. All of the innumerable self-admiratory statements to the effect that the OPC is the one and only true haven of America's journalists, the World Press Center nonpareil, fulfill practically all legal requirements for the indictment for misleading and deceptive advertising. The fact of the matter is that not even the winner of three Pulitzer prizes in journalism can become an active member in the OPC if he didn't file from Timbuktu or any other place outside of the US. Moreover, the active membership of the OPC as it is presently constituted has made it abundantly clear in the past that they want to remain among themselves and keep on representing just a small segment of the journalistic profession.

I submit that a considerable amount of the trouble confronting the OPC, financial as well as the lack of unity decried by *Merrill Mueller*, can be traced directly to the clannishness of the OPC and the steadfast exclusion of thousands of highly capable, able and hard-working colleagues from its ranks. I submit further that it takes a certain amount of chutzpah to all of a sudden forget all of those membership distinctions carefully designed to keep out the undesirables when it comes to raising money, may it be the Murrow Fund, the building fund or the general operating expenses. This amounts to taxation without representation. If the OPC wants to continue to practice professional segregation it should at least be honest enough to say so. As a second-class member of the OPC I feel my obligation to contribute to the well-being of the Club ends with prompt remittance of my dues.

Gerhard Hirseland
Transatlantic Press Service,
New York

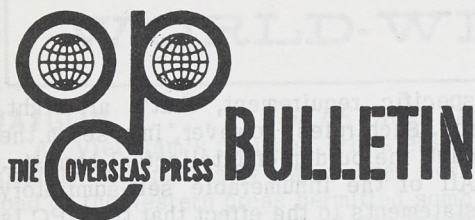
* * *

ABSENCE AMONG SPONSORS

It's a tremendous tribute OPCers of the press are paying to the electronic news media in our Edward R. Murrow Fund campaign.

Whether we, who are of the mixed-breed of press and electronic media practitioners, recognize that *Ed Murrow* was our first and greatest thoroughbred sight-and-sound-journalist is moot. And whether the tycoons of sight-and-sound broadcasting (as well as their hired hands) appreciate the tribute the men of the Gutenberg media are paying the broadcasting industry in our memorialization of *Ed Murrow's* contributions to

(Cont'd on page 8)



THE OVERSEAS PRESS BULLETIN

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Managing Editor: Sibby Christensen

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Placement

New York

M-81-Wanted: Experienced, imaginative writer for public relations headquarters staff of large oil company in New York. Age 25-35, starting salary \$10-15M, depending on age and experience. Good benefit plans, opportunity for future development.

M-80-Wanted: PR writer for large company in New York area. Some travel in Eastern seaboard region. Age 24-25, with three years publication experience and ability to generate, write and place news stories. Congenial environment and good career opportunities for right person. Starting salary \$800 monthly.

M-79-Wanted: Staff member for New York based major oil company PR department, age 27-30, at least five years' experience and demonstrated writing ability. Prefer morning newspaper experience and interest in politics and government. Excellent benefits, opportunity for advancement. Starting salary \$12M.

M-78-Wanted: Writer with business and financial business page experience to work with blue chip company. Age early thirties, Salary up to \$15M.

M-77-Wanted: PR junior, Product publicity for shoe account and publicity for agency. Knowledge of PR. Salary \$125 per week.

M-76-Wanted: Young man for part-time job to work up to July 1. Internal newsletter (yearly). All around general writing. To work with clients on layout and production. Salary commensurate with experience.

M-75-Wanted: Editorial writer with reporting and news experience. Must have law degree. Industrial publishers, legal newsletters, features on legal profession. Salary \$9,500 to \$12,000.

M-74-Wanted: Biographer to write book on achievements of business leader. Must be published author with good book record in biographical and business field. Please submit resume listing books and publishers. Excellent fee.

M-73-Wanted: Two PR writers for major agency. One with current financial news experience and one familiar with aeronautics and aerospace industries. Qualified financial newsmen or science applicants submit resumes, specifying availability dates: Salary \$10M.

M-72-Wanted: Two fast, reliable deskmen and one all-purpose digger of a reporter, for competitive morning newspaper upstate. Prefer newsman affected by merger. Salary \$125 up. Contact Robert Chantland, News Editor, The Sun Bulletin, Binghamton, NY.

M-67 Wanted: PR writer, capable of developing articles and brochures for medical foundation. To program and execute public education campaign. Experience in research/writing and health or medical science area required. Salary \$13,000 depending on experience.

M-66 Wanted: Editorial writer with financial background who is knowledgeable in heavy industry. Must have BA degree. Salary \$18,500.

M-65 Wanted: Writer with PR and publication experience for trade association periodicals and booklets. Technical background helpful. Salary commensurate with experience.

M-64 Wanted: Managing editor with good production, graphics, general and semi-technical feature writing. Experience for national institutional magazine. Also varied PR functions. Salary commensurate with experience.

M-63 Wanted: Major trade association seeking financial PR man for press section. Accuracy and writing ability important. News releases and general PR. Financial background helpful but not essential. Salary \$9,000.

M-62 Wanted: News editor for well-known college, 3-5 years experience. Good future. Salary \$7,000.

M-61 Wanted: Weekly newspaper seeking all-around newsman with some basic experience on operations of a newspaper. Salary \$175 per week.

M-60 Wanted: Publicity-PR man with excellent business news writing background to handle both financial relations and product publicity accounts. Must have solid recent newspaper background. Salary \$190 per week to start. \$20 per week increase quickly if can handle job.

M-59 Wanted: International PR office needs freelance correspondents in major capitals abroad.

M-58 Wanted: PR director for American branch of international family welfare agency. Must be self-starter, capable of building strong information program with minimum of staff. Fundraising experience helpful. Salary \$12,000.

California and Georgia:

M-71-Wanted: News bureau has three openings with large industrial firm. Locations: San Francisco Bay area, South California, and Atlanta area, Georgia.

M-57 Wanted: Business and financial news writer. Political experience helpful. Personable. Orientation trip and moving expenses paid. Salary \$10,000-\$12,000.

Washington, D.C.:

M-70-Wanted: Science writer in chemical/chemical engineering field, to prepare news articles and press releases on scientific reports. Must relocate in Washington. Contact: Roy Avery, American Chemical Society News Service, 733 Third Avenue, NY 17, or submit resumes directly to James H. Stack, American Chemical Society, 1155 16th Street, Northwest, Washington, D.C.

Philadelphia:

M-69-Wanted: PR assistant capable of handling press and community relations for local business organization. Prefer newsman affected by merger. Please submit resume.

M-68-Wanted: Editorial writer with current experience. Merger-hit editorial list preferred. Submit resumes to Harold Wiegand, Philadelphia Inquirer, 400 N. Broad St., Philadelphia.

Massachusetts:

M-56 Wanted: Daily newspaper seeking deskmen, copyreaders, reporters. College graduates with short newspaper experience given equal consideration. Salary commensurate with experience.

MARKS (Cont'd from page 1)

ing news, movies and network shows to the American troops stationed in the Saigon area.

The reaction to television is so great another 500 sets are being shipped to Saigon to be placed in public places.

He says a recent survey indicates that 25,000 TV sets can be sold in one year to private industry in the war capital.

The director of the huge enterprise that speaks to the world for America dislikes the term "propaganda". He says the easiest and best way to present America's objectives overseas is to tell the "truth." Continuing, he said, "The US has nothing to hide. Our people enjoy freedom. Our principal job is to explain to the world how we live, our progress and our aspirations."

Marks speaks glowingly of another achievement of his Viet Nam operation, the dropping of "safe conduct passes." They are red, white and blue slips of paper about the size of a baseball ticket featuring the Stars and Stripes and the Viet Nam flags and dropped over Viet Cong territory. These passes have been found hidden in shoes and clothing.

He says from 1500 to 2,000 passes are presented to US forces monthly. The great fear of the Viet Cong is that they will die and be buried outside of their villages.

Presently US military obtains the names of the Viet Cong killed in action and their names are broadcast over radio.

In addition, colorful and interesting leaflets are dropped in Viet Cong territory. Other material such as newspapers, magazines, and films are found in USIS libraries.

The Viet Nam staff includes 126 Americans and 390 Vietnamese.

The public affairs staff briefs, billets and provide transportation for the

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380 foreign correspondents including 220 correspondents for US publications.

These services in Viet Nam and others provided by the agency during the government year ending June 30 cost \$6,078,000. With the war escalation and increase in troop personnel, only \$377,000 more has been requested for Viet Nam operations in 1967.

Other worldwide services provided by the agency directed by Marks are: Voice of America, which broadcasts 838 hours a week in 38 languages; publishes 85 magazines; produces 600 films a year; transmit daily 10,000 words to 115 US posts plus all official statements including Presidential press conferences; publishes two million books a year; offers TV film service to 87 countries; teaches 300,000 students English by radio and TV in classrooms; published over 50 million cartoon books in Latin America the last five years, picture books; exhibits in Eastern Europe and other countries.

As far as Marks' tenure as USIA chief, he says the Presidents commission says he will serve during the pleasure of the President "for the time being." He finds the assignment exciting and doesn't plan to research the meaning of "time being."

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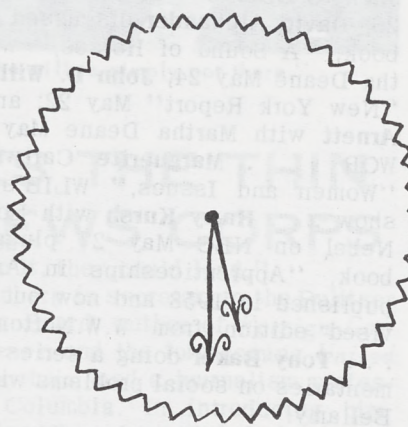
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TOUR WAITING LIST

The 25 places on the OPC Tour of South America have been reserved and a waiting list has been started.

"However," advised *Madeline D. Ross*, Chairman of the project, "from past experience we are reasonably certain some of those already signed on will drop out. Those reservations will then be available to others." Members seriously considering the tour who have procrastinated should send a check for \$10 made out to OPC Press Tour for an early position on the waiting list. If no definite place on the trip is offered, the deposit will be refunded.

The tour, which leaves New York Wednesday, Aug. 3, returns to New York on Monday, Aug. 29. The tab: \$1,192.30 for two in a room; \$1,287.30 for a single.

Through the courtesy of Panagra, VIP lucite baggage tags, personalized with names and addresses in color, will be sent to all those who have been accepted for the tour.

LETTERS (Cont'd from page 5)

electronic journalism, remains to be seen.

I've just received our OPC Foundation appeal — a pamphlet and a letter from *Bob Considine* — both bearing a list of names of "sponsors" of our effort. And I'm led to wonder, with some others among our colleagues, about the absence among the sponsors of the great leaders, men who like Ed Murrow were thoroughbreds and pioneers in radio and then in television — names like Sarnoff, Paley and Stanton.

There may be "no logical explanation" for this situation. Just as Ed Murrow said about a situation I explored with him when he went to Washington to serve with President Kennedy and when I figured he might prevail on JFK to change Pierre Salinger's formal and official title from *Press Secretary* to *News Secretary*. Who knows but that President Johnson, now that he's our Murrow Memorial Fund honorary chairman may, in a marvelous salute and public recognition of the stature of Ed Murrow and of the electronic newscasting industry to whose growth and prestige Ed Murrow so greatly contributed — who knows but that LBJ may make the change from "press" to "news" that JFK and Ed Murrow didn't live long enough to bring about.

It's the logic of destiny (coincidence, that is) that this letter is written on the eve of the eighth anniversary of the death of Elmer Davis and the 25th anniversary of his use, for the first time, of the term "Presidential news secretary" which was Elmer's improvement on my cumbersome invention of the title "Presidential press and radio secretary" when we were Ed Murrow's colleagues at CBS.)

Joseph Q. Riznik, San Francisco

PEOPLE & PLACES

By **BETTY ETTER**

ON THE GO: After welcoming his first child, Don Carl II, born on March 13 in Washington, D.C., and seeing his book, "The Splendour of Africa," published by Walker & Co., **Don Carl Steffen** is off on a three or four months' trip to Ghana and Zambia, with a number of assignments, including CBS . . . **Dan Kurzman** back from Guatemala, where he succeeded in meeting the rebel underground leaders in a hideaway bar . . . **Stella Margold** sailed May 24 on the Anna Maria of the Greek Line to fill assignments in the Middle East, stopping en route in Lisbon, Naples, Palermo and Athens . . . **Gerry Sartain** just returned from a winter in California and a spring cruise to the South Seas, New Zealand and Australia, where she gathered material for syndicated articles. Her visit to Hawaii was her first since she was on the Honolulu Star-Bulletin.

CHECKING IN: **John Bausman**, back from Germany, will be in Exton, Pa., through June 17.

NEW POSTS: **Barbara Wright Dunne** has joined Famous Artists Schools of Westport, Conn., as an assistant in the p.r. department directed by **Rex Taylor** . . . **Dan Schorr**, for years central European correspondent for CBS, shifted to Washington to cover the Great Society.

RADIO & TV: **Henry J. Taylor** on Jack O'Brian's "Critics Circle" May 26; **David Alexander** discussed his new book, "A Sound of Horses," with Martha Deane May 24; **John D. Williams** on "New York Report" May 22; and **Peter Arnett** with Martha Deane May 20, all WOR . . . **Marguerite Cartwright** on "Women and Issues," WLIB's Sunday show . . . **Harry Kursh** with Long John Nebel on NBC May 27 plugging his book, "Apprenticeships in America," published in 1958 and now out in a revised edition from W.W.Norton & Co. . . . **Tony Baker** doing a series of documentaries on social problems with Ralph Bellamy.

BOOKS: **Richard Joseph's** "Hilton Hotels Around-the-World Travel Guide off the Doubleday presses . . . **Jack Harrison Pollack's** "Croiset the Clairvoyant" published in Italy, its fifth European country . . . After four years in Latin America, **Ruth Karen** is back in New York to see her new book, "Neighbors in a New World: The Organization of American States," on bookstores via World . . . Popular Library to publish paperback edition of Martin Caidin and **Edward Hymoff's** "The Mission." . . . **Cornell Capa's** "Adlai Stevenson's Public Years," containing

84 photographs taken over a 12-year period, out this week via Grossman.

ARTICLES: **Tony Linck** in June 3 Time with a six-page color essay on "Helicopters at Work."

HONORS: **Patricia Ludorf** won Silver Anvil award at the annual dinner of the Public Relations Society, emceed by **Bob Considine** . . . **James Sheldon** elected to the Board of Directors of the Protestant Council of New York, as chairman of its Department of Christian Social Relations. The Council includes about 1700 churches of 30 different denominations, plus affiliated civic and welfare bodies in NY . . . **Sydney H. Eiges** and **Robert F. Hurleigh** named to the board of directors of the International Radio and Television Foundation, and **Claude Barrere** re-appointed executive director . . . **Nola Luxford**, accompanied by her husband, Glenn Dolberg, honored at the 25th anniversary of the dedication of the Anzac garden at Rockefeller Center, which she conceived in 1941. Before returning to her home in California, she broadcast for Voice of America . . . **Arthur Kent** of NBC-TV elected to the executive committee of the National Association of Broadcasting Employees and Technicians . . . **Barrett McGurn**, who received his doctorate from Fordham in 1959, got out his maroon and black hood for its second wearing when he gave the commencement address at Gannon College, Erie, Pa., May 28. It was his 18th appearance as a college speaker since his return from overseas four years ago . . . **Richard W. Darrow** awarded a Silver Buffalo by the National Council, Boy Scouts of America, for his "distinguished service to boyhood." . . . **George F. Pierrot** received the World Trade Club of Detroit's annual "World Trader of the Year."

SPEAKERS: OPC President **Victor Riesel** was a featured speaker Friday at a labor summit conference called by the Jewish Labor Committee's National Trade Union Council for Human Rights at Unity House, Forest Park, Pa. . . . **Ben Zwerling** spoke at the annual meeting of the National Accounts Marketing Association May 19 at the Concord Hotel.

EXITING: **David Horowitz** leaving his post as public affairs director of WMCA . . . **Victor Weybright** has resigned as chairman of the New American Library, of which he was a founder, and as a director of the company's British subsidiary, and is working on his memoirs.

ENGAGED: **Michael G. Crissan** to Miss Bonnie Ralston Munro of Wat Hill, R.I.